

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----044555 072014Z /45

R 071952Z APR 78  
FM AMEMBASSY BONN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 7461  
AMEMBASSY BERN  
AMCONSUL BREMEN  
AMEMBASSY BRUSSELS  
AMEMBASSY COPENHAGEN  
AMCONSUL DUSSELDORF  
AMCONSUL FRANKFURT  
AMEMBASSY THE HAGUE  
AMCONSUL HAMBURG  
AMEMBASSY HELSINKI  
AMEMBASSY LONDON  
AMCONSUL MUNICH  
AMEMBASSY OSLO  
AMEMBASSY PARIS  
AMEMBASSY STOCKHOLM  
AMCONSUL STUTTGART  
AMEMBASSY VIENNA

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FRANKFURT ALSO FOR USTS

E.O. 11652:N/A  
TAGS: BEXP, GW  
SUBJ: FOREIGN BUYERS PROGRAM (FBP) MINING SHOW, LAS  
VEGAS, OCTOBER 9 - 12, 1978  
1. SUMMARY: EMBASSY BONN HAS BEEN ASSIGNED COUNTRY-  
WIDE RESPONSIBILITY FOR QUARTERBACKING MISSION-WIDE  
FLYING RPT FLYING CARPET SUPPORT OF LAS VEGAS MINING  
SHOW, OCTOBER 9 - 12, 1978. OUR SUPPORT IS CONCEN-  
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TRATED BEHIND DM 3,000 GROUP TRAVEL PROGRAM OCT. 7 - 16  
PREPARED BY TRAVEL AGENCY HAPAG LLOYD STUDIENREISEN OF  
FRANKFURT.  
IF NUMBER OF TRAVELERS REACHES THIRTY OR MORE, EMBASSY  
PROPOSES SEND ONE FSL ESCORT WITH GROUP. ACTION  
REQUESTED OF USDOC: (1) DESCRIBE IN GREATEST  
DETAIL POSSIBLE PRINCIPAL THEMES IN TERMS OF WHICH

PRODUCTS TO BE EXHIBITED WILL BE ORGANIZED; (2) IDENTIFY LEADING SPEAKERS AND PAPERS; (3) INDICATE ANY PLANT OR MINE VISITS PROGRAMMED DURING CONVENTION; GIVE LATEST AVAILABLE LIST OF EXHIBITORS; (4) IDENTIFY US TRADE OR PROFESSIONAL ASSOCIATIONS AND/OR JOURNALS SUPPORTING OR COVERING SHOW; (5) SEND 700 COPIES OF SHOW BROCHURES TO EMBASSY. END SUMMARY.

2. COMMERCIAL STAFF AT EMBASSY HAS BEEN ASSIGNED RESPONSIBILITY TO QUARTERBACK MISSION-WIDE SUPPORT OF OCTOBER 9 - 12, 1978 INTERNATIONAL MINING SHOW IN LAS VEGAS. THIS CABLE BOTH RESTATES GAME PLAN GIVEN REFTEL AND ALSO GIVES STATUS REPORT ONE ON ACTIONS TO DATE.

3. AFTER PRELIMINARY DISCUSSION WITH MINING SECTOR SPECIALIST AT AMCONGEN DUSSELDORF, ENERGY ATTACHE AMEMBASSY BONN AND STAFF OF TWO RELATED GERMAN INDUSTRY ASSOCIATIONS, EMBASSY HAS DECIDED TO CONCENTRATE ITS EFFORTS BEHIND SUPPORT OF GROUP TRAVEL PROGRAM ORGANIZED BY HAPAG-LLOYD (HL) STUDIENREISEN OF FRANKFURT. ACCORDING TO HL BROCHURE WHICH WILL REACH PUBLIC END OF APRIL, COST OF TRIP WILL BE DM 2,990 PER PERSON. CARRIERS WILL BE LUFT-HANSA (FRANKFURT/NASSAU AND RETURN) AND US DOMESTIC CARRIERS NOT YET NAMED (NASSAU-MIAMI-LAS VEGAS AND UNCLASSIFIED

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RETURN). FARE INCLUDES FLIGHTS, SHARED DOUBLE ROOMS E.G. IN LAS VEGAS HOTEL LANDMARK OR EQUIVALENT, HOTEL TIPPING, ETC. HL IS WILLING, IN PRINCIPLE, FUND TRAVEL OF ONE MISSION ESCORT IF NUMBER OF TRAVELERS EXCEEDS THIRTY, BUT DETAILS ON THIS POINT HAVE NOT YET BEEN WORKED OUT.

GAME PLAN:

4. IN A MESSAGE CIRCULATED ONLY TO POSTS IN FRG AND BERLIN (BONN 03030 NOTAL), EMBASSY SKETCHED GAME PLAN ESSENTIALLY LIMITING OUR ROLE TO SUPPORT OF HL GROUP TRAVEL, ENCOURAGEMENT OF SECOND MAILOUT BY HL TO INCLUDE LETTER FROM COMMERCIAL COUNSELOR AND ACTIONS TO ALERT SHOW ORGANIZERS AND US MINING AND OTHER TRADE JOURNALS TO VISIT AS IT COMES CLOSER TO REALIZATION. GIVEN SHORT LEAD TIME, TO ATTEMPT MORE WOULD REQUIRE MASSIVE INFUSION OF POST ASSETS-- CONTRARY TO SPIRIT OF FLYING CARPET FORMAT. WE ARE NOW ALSO WILLING, HOWEVER, TO TAKE A LEAF FROM BREMEN'S BOOK IN ITS RECENT HANDLING OF FOOD PROCESSORS EXPO IN CHICAGO (BREMEN A006) AND OFFER LIMITED FACILITATIVE SERVICE TO TRAVELERS WISHING TO MAKE ARRANGEMENTS OTHER

THAN HL GROUP TRAVEL.

STATUS REPORT ONE:

5. TO DATE EMBASSY'S SUPPORT OF HL TRIP HAS BEEN

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----044646 072014Z /45

R 071952Z APR 78  
FM AMEMBASSY BONN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 7462  
AMEMBASSY BERN  
AMCONSUL BREMEN  
AMEMBASSY BRUSSELS  
AMEMBASSY COPENHAGEN  
AMCONSUL DUSSELDORF  
AMCONSUL FRANKFURT  
AMEMBASSY THE HAGUE  
AMCONSUL HAMBURG  
AMEMBASSY HELSINKI  
AMEMBASSY LONDON  
AMCONSUL MUNICH  
AMEMBASSY OSLO  
AMEMBASSY PARIS  
RUDKFMQ/AMEMBASSY STOCKHOLM 2322  
AMCONSUL STUTTGART  
AMEMBASSY VIENNA

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LIMITED TO DISCUSSIONS WITH HL, VISITS TO TWO KEY  
INDUSTRIAL ORGANIZATIONS TO EXPLAIN TRIP AND TO SEEK  
INTRAORGANIZATIONAL PUBLICITY.

A. FIRST ORGANIZATION VISITED:  
MINING MACHINERY DIVISION OF THE ASSOCIATION  
OF GERMAN MACHINERY MANUFACTURERS,  
VEREIN DEUTSCHER MASCHINENBAU - ANSTALTEN E.V. -

(ACRONYM: "VDMA")

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FACHGEMEINSCHAFT BERGWERKSMASCHINEN,  
LUEGALLEE 65,  
POSTFACH 750,  
4000 DUSSELDORF,  
TEL: (0211) - 54021, TX: 8584491  
VDMA IS THE UMBRELLA ORGANIZATION FOR GERMAN  
MECHANICAL ENGINEERING MANUFACTURERS. ITS  
MINING MACHINERY MANUFACTURERS ARE GROUPED ALONG  
PRODUCT LINES COVERING  
UNDERGROUND OPERATIONS,  
OPEN-PIT MINING,  
PROCESSING MACHINERY FOR COAL, COKE, ORES,  
COKING-PLANT MACHINERY,  
OIL-WELL DRILLING EQUIPMENT,  
OIL-WELL ANCILLARY EQUIPMENT AND ACCESSORIES

B. SECOND ORGANIZATION VISITED:

THE GERMAN NATIONAL MINING ORGANIZATION  
WIRTSCHAFTSVEREINIGUNG BERGBAU E.V.

(ACRONYM: "WVB")

ZITTELMANNSTR. 9 - 11,  
POSTFACH 120280,  
5300 BONN 1,

TEL: (02221) 231081 TX: 08869566

WVB MEMBERSHIP INCLUDES REGIONAL AND OTHER  
GROUPINGS OF GERMAN MINE OWNERS, OPERATORS FOR  
WIDE RANGE OF MINERALS.

6. FROM BOTH VDMA AND WVB, EMBASSY HAS RECEIVED  
LIST OF LEADS, LITERATURE, ETC. WHICH WE HAVE SHARED  
WITH HL (TOUR ORGANIZER). BOTH VDMA AND WVB OFFICIALS  
SHOWED CONSIDERABLE INTEREST IN LAS VEGAS MINING  
SHOW AND THOUGHT FAIRLY LARGE NUMBER (15 - 60)  
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OF KEY GERMANS WOULD BE LIKELY TO TAKE HL TRIP.  
BOTH GROUPS OFFERED TO SEND SPECIAL CIRCULAR LETTERS  
TO MEMBERSHIP ADVISING OF HL TRIP. BOTH PROPOSE  
SEND THESE LETTERS BEFORE END OF APRIL AND HAVE  
THEREFORE ASKED FOR USDOC'S ANSWERS TO FOLLOWING  
QUESTIONS:

(A) WILL THERE BE A EUROPEAN (INCLUDING  
GERMAN) CONTENT TO THE LEARNED PAPERS TO BE

PRESENTED: OR HAS PARTICIPATION BEEN LIMITED  
TO AMERICANS?

(B) IS A LIST YET AVAILABLE OF TITLES OF  
PAPERS?

(C) WHAT DOES THE PROGRAM INCLUDE IN WAY OF  
VISITS TO MINING AREAS NEAR LAS VEGAS?

(D) IS A LIST YET AVAILABLE OF EXHIBITORS?  
IF NOT, IN WHAT AREAS OF MINING ARE PRODUCTS  
CLUSTERING?

(E) FOR THOSE GERMANS TRAVELING SEPARTELY,  
PLEASE IDENTIFY TRADE ASSOCIATIONS, TRADE  
JOURNALS, ETC. WILLING TO HELP THEM ARRANGE  
VISIT TO SUCH MINING AREAS AS WEST VIRGINIA.

(F) WILL THE THIRTY-FIVE DOLLAR REGISTRATION  
FEE BE WAIVED FOR GERMAN VISITORS IN OUR  
GROUP?

7. ACTION REQUESTED: (A) PLEASE RESPOND TO PARA  
FIVE, ITEMS (A) THROUGH (F) ABOVE BY THURS APRIL 20,  
1978. IN ADDITION PLEASE ASK SHOW ORGANIZERS TO  
SEND AT ONCE BY INTERNATIONAL AIR FREIGHT TO  
AMERICAN EMBASSY, US INTERNATIONAL MARKETING CENTER,  
ABC HAUS, BAHNHOFSTRASSE 1 - 9, 5000 KOELN 1,  
GERMANY, 700 COPIES OF THEIR FOUR-LANGUAGE BROCHURE  
ON LAS VEGAS SHOW -- FOR RELAY TO OUR OTHER POSTS  
IN GERMANY AND TO HL; SIMILARLY SHOW ORGANIZERS  
SHOULD SEND TO SAME ADDRESS A STEADY FLOW OF PRESS  
RELEASES ABOUT INDIVIDUAL EXHIBITORS, PAPERS TO BE  
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READ ETC. GRANTING PERMISSION TO EMBASSY TO TRANSLATE  
THESE INTO GERMAN AND RELEASE IN SUPPORT OF EFFORTS  
TO RECRUIT GERMAN BUYERS.  
STOESSEL

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## Message Attributes

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**Concepts:** n/a  
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**Decaption Date:** 01 jan 1960  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Disposition History:** n/a  
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**Errors:** N/A  
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**Subject:** FOREIGN BUYERS PROGRAM (FBP) MINING SHOW, LAS VEGAS, OCTOBER 9 - 12, 1978  
**TAGS:** BEXP, GE  
**To:** COM  
**Type:** TE  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014